

ABSTRACT OF THE DISCLOSURE

When a picture image recorded by a digital camera is reproduced, a high quality picture image is immediately reproduced without repetitive test prints for enhancing a picture quality or repetitive minor adjustments based on a confirmation via a monitor. Recording is carried out by a digital camera having a function of adding recording information representing a recording condition (a recording information adding unit) to digital image data obtained by the recording. A set-up processing unit in an image reproducing apparatus carries out image processing on the image data obtained by the recording for enhancing a picture quality using the recording information added to the image data, and the image reproducing apparatus reproduces the image data in the form of a print or a display on a monitor.